

## **RICH MEDIA FILE FORMAT**

### **ABSTRACT OF THE DISCLOSURE**

5 A rich media file is a self-contained file, including both the information to be viewed  
by a user and the viewer that displays the information to the user. The information can be  
formatted however the client likes: for example, the information can be split across several  
pages, and can include text and still and animated images. There can also be web links to  
pages on a network, and e-mail forms to simplify sending an e-mail message to the client.  
The rich media file can include viewing limitations, so that only the proper password can  
10 unlock the file, or that the rich media file will automatically expire after a specified condition  
occurs. The rich media file also assists the user in obtaining the latest version of the rich  
media file, by offering to retrieve a newer version for the user.

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